(*Rs. in lakhs*)

S.N.	Name of the project	Amount sanctioned
1.	Erection of signages in Mamallapuram	5.92
2.	Mamallapuram Dance festival	15.00
3.	Eco-tourism at Point Calimere Wild life sanctuary, Muthupet	368.00
4.	Development of Yercaud Hill Resort Salem District	448.00
5.	Destination development of Mahabalipuram Phase II	432.00
6.	Rural Tourism in Village Karaikudi, Dsitrict Sivaganga	20.00
7.	Development of Rural Tourism in Village Kazhugumalai, District Thoothukudi	20.00

Initiatives to Increase Inflow of Tourist

3014. SHRI E.M. SUDARSANA NATCHIAPPAN: Will the Minister of TOURISM be pleased to state:

(a) whether any fresh initiatives have been taken to increase the inflow of tourists in various parts of the country;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) A number of steps have been taken by the Government for increasing the inflow of tourists to India, which include:-

- Development of tourist spots under its various schemes of infrastructure development of tourist circuits and destinations;
- Direct approach to the consumers through Electronic and print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- Centralized Electronic Media Campaign;

- Direct co-operative marketing with tour operators and wholesalers overseas;
- Greater focus in the emerging markets, particularly in the region of China, North East Asia and South east Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimizing Editiorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications;
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products,
- Launching of Road Shows in key source markets of Europe;
- Focusing on growth of hotel infrastructure particularly budget hotels; and
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

(c) Does not arise.

Financial assistance for tourism development

3015. DR. M.A.M. RAMASWAMY: Will the Minister of TOURISM be pleased to state:

(a) whether a number of proposals have been received by the Central Government from the State Governments for financial assistance for tourism development;

(b) if so, the details thereof, State-wise; and

(c) the amount sanctioned and released for such developmental projects?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Development and promotion of